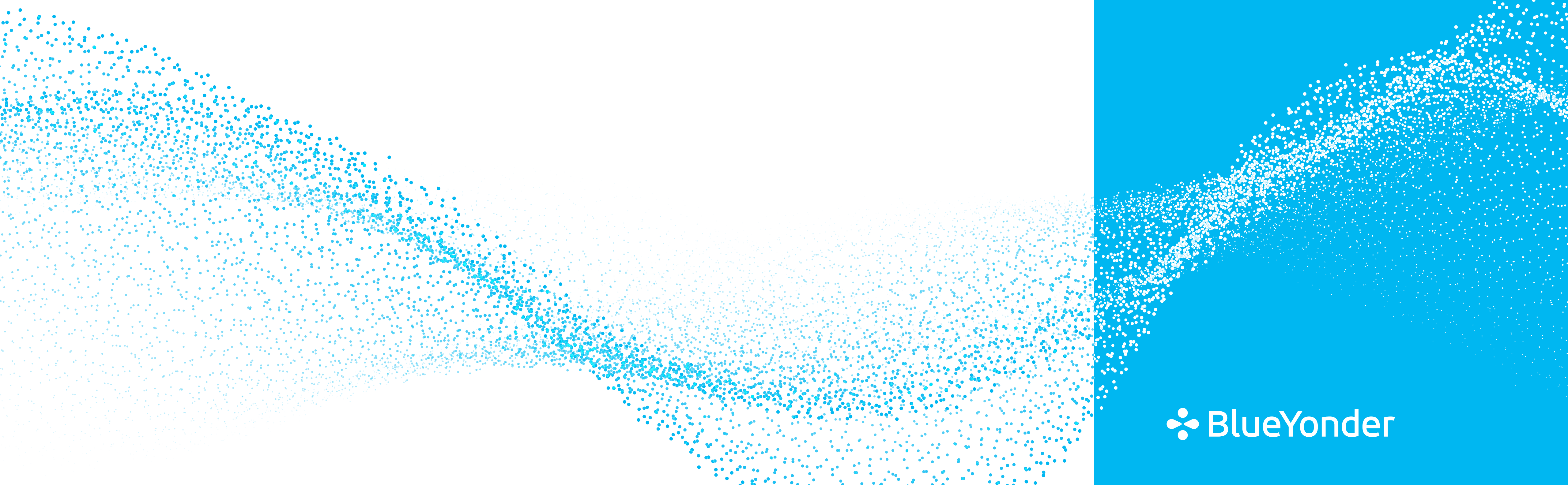


Supply Chain Compass 2026: Spotlight on AI and technology



Introduction

Much like sustainability, the research for the Supply Chain Compass 2026 showed a maturing relationship between supply chains and their AI technology use. In previous years, the excitement surrounding AI mixed with a slight sense of trepidation. This year’s data reveals that companies are not only more enthusiastic about AI, but they are also taking steps to create an environment to get the most value out of it.

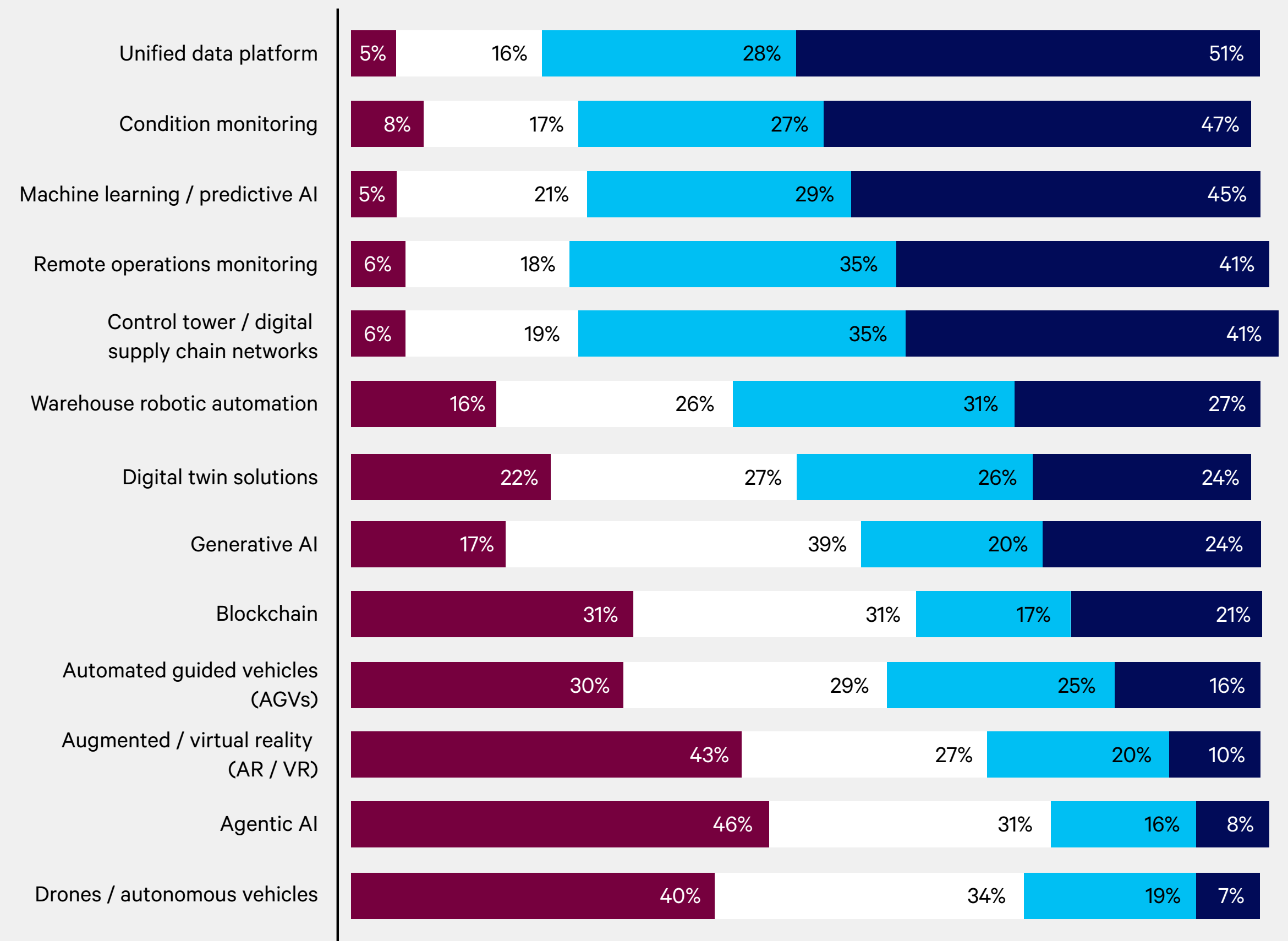
“I am most interested and excited about agentic AI and other predictive tools that will assist with supply chain distributions and exception management. The hope is that agentic AI will allow fewer disruptions, more predictive tools to avoid issues and suggest paths forward to select optimal solutions.”

While the data shows that leaders are using an average of 4 specific technologies for their supply chain, 95% of organizations reported to already be using or have plans to implement unified data platforms—a move that will only improve the value and performance of AI technologies.

“I’m most excited about the potential for increased automation. What gives me hope is the advancement in robotics technology. Robotics significantly speeds up processes like picking, packing, and sorting, reducing cycle times.”

Overall, the outlook on AI is encouraging. Despite some late adopters, it’s clear that supply chain executives are betting on AI to make them more efficient, profitable, and consistent for their customers in 2026 and beyond.

Which of the following new technologies does your supply chain use or plan to use?



● No plans to implement
 Investigating
 In process of implementing
 Already using



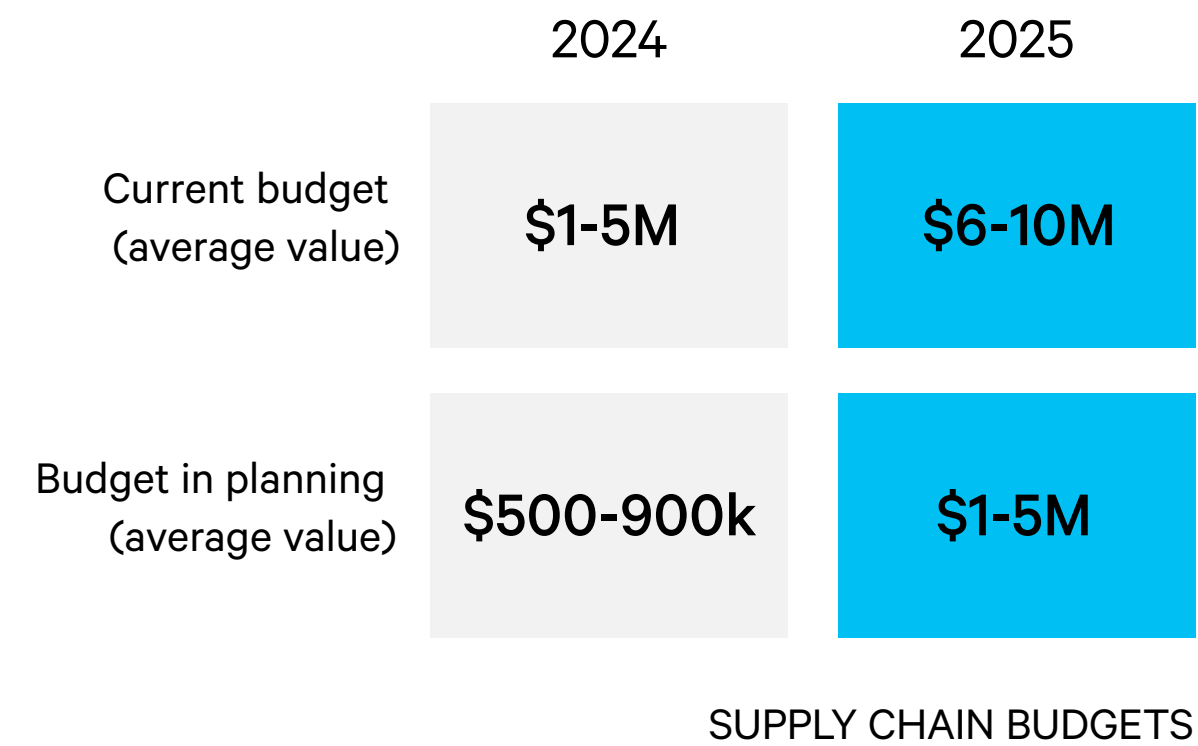
Research overview

Blue Yonder partnered with B2B International, an independent market research agency owned by dentsu, to run the Supply Chain Compass research for the second year in a row.

In autumn 2025 we spoke to 678 senior supply chain professionals, working in some of the world's largest organizations (all with annual revenue over \$500m), across three key industries: Retail, Manufacturing, and Logistics. The research explored behaviors and attitudes of senior supply chain professionals across North America and Europe.

The topics covered included organizational strategic priorities, supply chain disruptions, attitudes towards technology, AI, sustainability, and business confidence. This report focuses on the relevant responses for AI and technology.

There's still time to outpace your competition with updated technology use



One of the most positive trends to come out of this year's research is the proportion of supply chain executives who report having a dedicated budget for technology this year. Last year, that number was 89%, and this year 92% confirmed their budget. Despite 2025 bringing unexpected tariffs and increased costs, companies understand the importance of keeping their technology innovative and current.

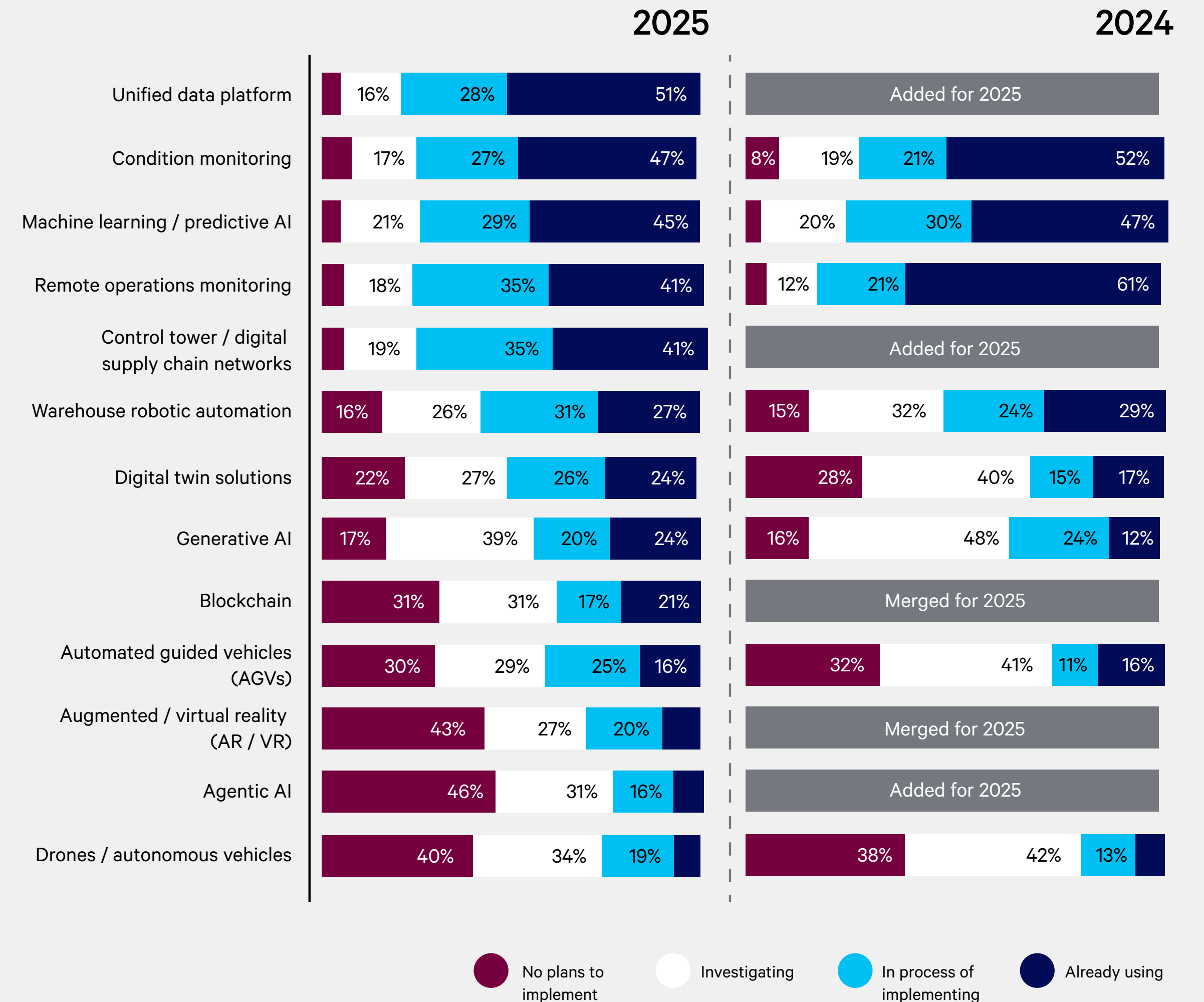
To substantiate this trend, respondents also revealed the kinds of technologies that are being used throughout the supply chain. There was little change in usage of niche technologies such as drones, AGVs, AR/VRs, as well as a dip in usage of condition monitoring (from 52% last year to 47% this year) and warehouse robotic automation (down to 27% from last year's 29%).

The dip in usage seems to allow for companies to move towards more powerful technologies, such as digital twin solutions and generative AI, which both saw significant jumps in usage over last year. Digital twin solutions use is up from 17% last year to 24% this year. Generative AI outperformed all technology by doubling in usage from 12% last year to 24% this year.

These trends underscore what we saw in the Supply Chain Compass 2026, which was executives reporting an urgent need for efficiency and faster decision making. We anticipate that these priorities will drive even more adoption and associated results in the next few years.



Which of the following new technologies does your supply chain use or plan to use? (year-on-year)



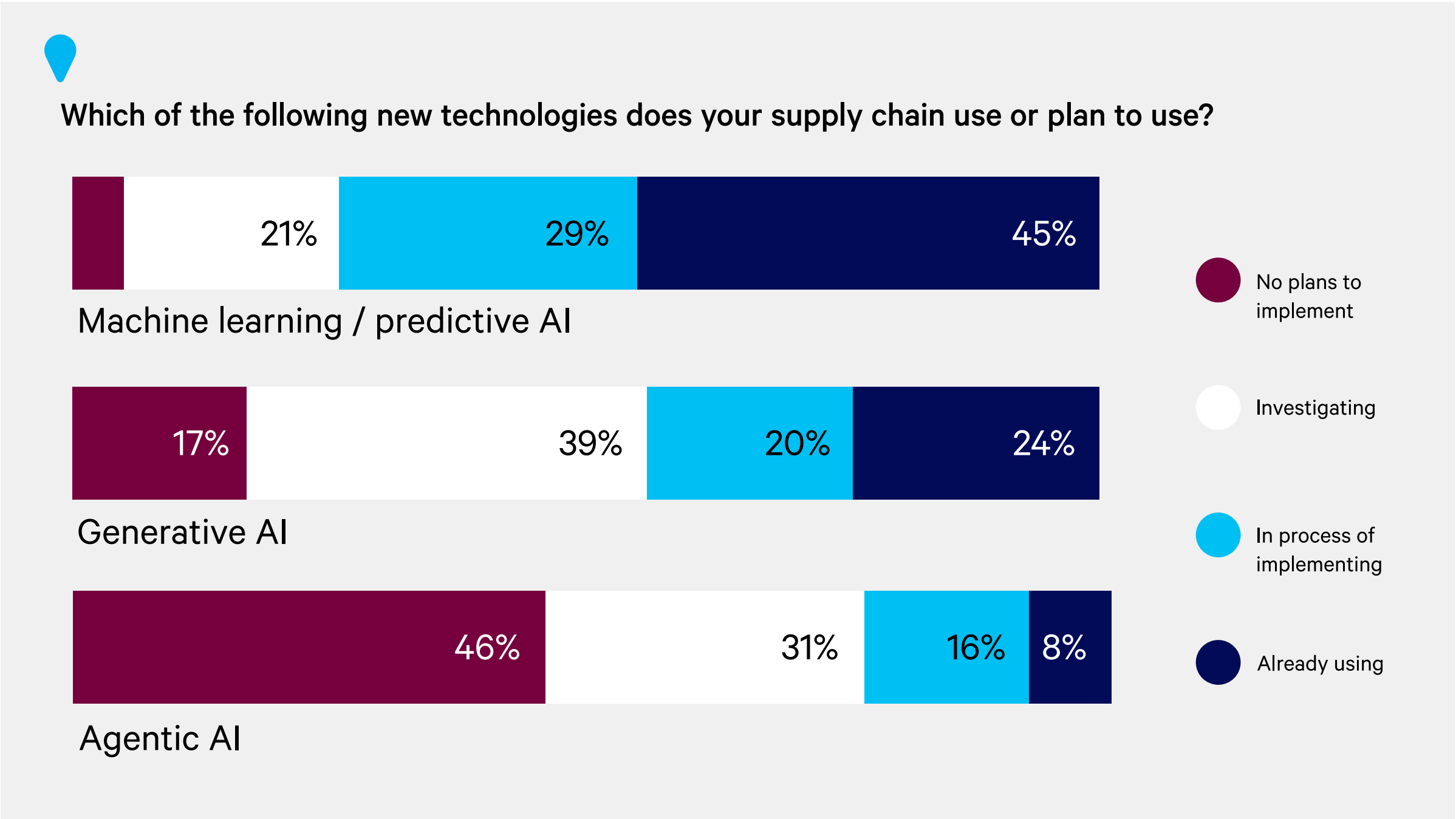
AI fuels the technology revolution

Unsurprisingly, when we asked supply chain leaders about their technology, the answers quickly turned to AI, and the impact they hope the tools will have on their business goals.

Machine learning/predictive AI remained the highest used AI technology, with 45% reporting that they used it in their company. An additional 50% of respondents reported that they were at least investigating ML and predictive AI tools. What's more, leaders are least likely to report they have no plans to implement ML or predictive AI tools (with unified data platforms also coming in at the bottom).

Again, these trends show that supply chain executives understand the value and the necessity of AI technologies, as pressures get more intense and profit margins become tighter. Valuably, the benefits of investing in AI are becoming clear to the companies that use it.

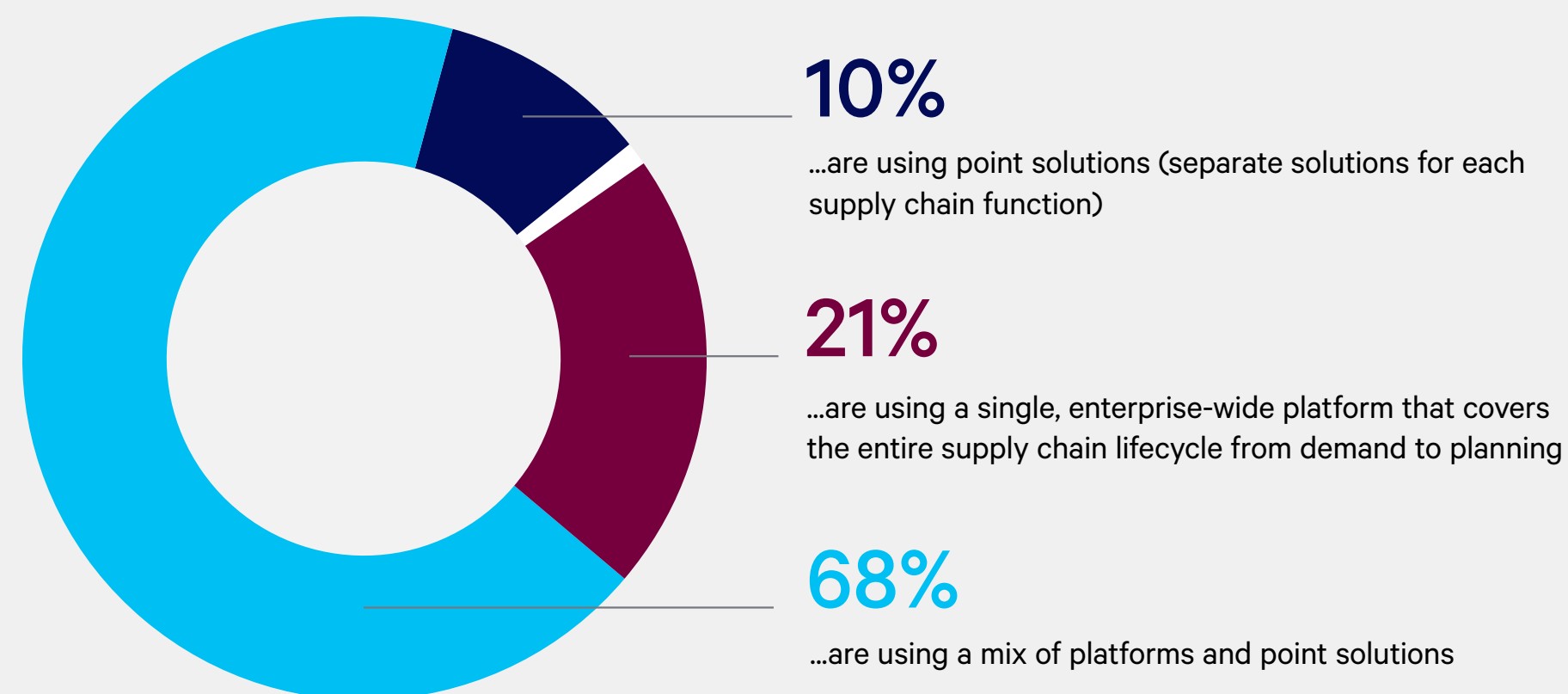
The one AI technology that shows slower adoption, and could be used to the advantage of companies willing to invest in it, is agentic AI. Although this was the first year we included questions about agentic AI, only 8% of respondents reported using it currently. Less than half (46%) of executives reported no plans to use agents at all. Because agentic AI works best with transparent, end-to-end data access, it makes sense that agents would be the last piece of AI adoption. This is definitely a trend we will keep an eye on in the coming years.



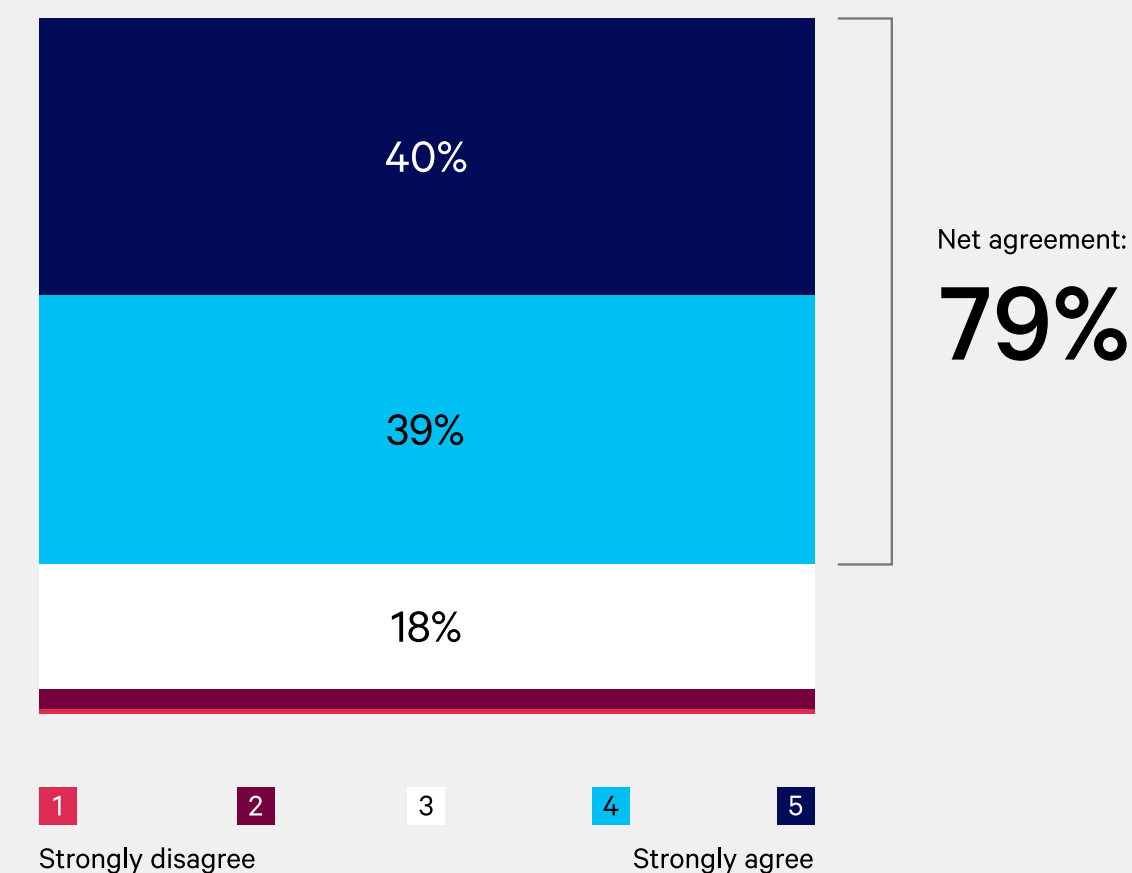
	Machine learning / predictive AI	Generative AI	Agentic AI
Tools and platforms mentioned	Copilot • SAP • AWS	Chatbots • ChatGPT • Copilot	<ul style="list-style-type: none"> • Dynamic pricing agents • Chatbots • IT Agents
Use cases mentioned	<ul style="list-style-type: none"> • Demand forecasting • Inventory optimization • Predictive maintenance 	<ul style="list-style-type: none"> • Marketing content creation • Automated report generation • Scenario simulation / modeling 	

End-to-end ensures the impact supply chains need

“Which of the following best describes your organisation’s approach to supply chain technologies?”



“End-to-end connectivity is fundamental for the success of my business.”



When asked about how AI is affecting the ways companies operate, 49% of supply chain leaders feel it’s already making an impact. Digging a little deeper, we asked participants what kinds of AI were delivering the most value. What we saw was a fragmented understanding of AI tools. For example, chatbots were mentioned as valuable AI technology across all 3 categories.

Part of this fragmentation could be the siloed nature of supply chain companies, as they currently exist. Without end-to-end visibility and collaboration, teams aren’t always clear what other groups are using, and how. But the confusion shouldn’t last much longer as 79% of all supply chain leaders agreed that total connectivity is fundamental to the success of their company.

Closing thoughts



Technology revolution is at the heart of the supply chain. From its invention, leaders have searched and created new technologies to make the lifecycle more efficient, accurate and reliable. The global connectivity of our current time has put supply chain companies in a season of growing pains, but the tide is now turning.

Companies have access to the required technology to move faster, plan with more precision, and deliver on time. The only obstacle executives face now is how quickly they're willing to make the change.

AI adoption is the next step in the evolution of the supply chain. That is no longer a theory, it's a fact that some companies are proving every day. While it may not be a simple transition, it is possible, and becoming easier every day.

As we think about our common goals: less waste, better products, improved working conditions, AI technology can help us achieve all of them and more. We simply have to take the first step. Onward.

CHRIS BURCHETT
SVP OF GENERATIVE AI, BLUE YONDER



Learn how Blue Yonder can help you achieve your supply chain priorities at blueyonder.com

Blue Yonder is the AI company for supply chain. As the world leader in end-to-end digital supply chain transformation, Blue Yonder offers a unified, AI-driven platform and multi-tier network that empowers businesses to operate sustainably, scale profitably, and delight their customers—all at machine speed. A pioneer in applying AI solutions to the most complicated supply chain challenges, Blue Yonder’s modern innovations and unmatched industry expertise help more than 3,000 retailers, manufacturers, and logistics service providers confidently navigate supply chain complexity and disruption.

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